



1998

National

YOU asked
FOR IT -



---now here it is!

—the finest sales and merchandising training ever offered to the heating industry! Designed to help YOU make the most of the tremendous new market for the products and services you sell.

New homes represent only one part of the market for new NRC heating equipment. The *replacement* and *modernization* markets are **TWICE** as large. Home owners will spend as never before to catch up on the years of having to "make it do or do without," and to keep pace with the more modern advantages which *new* home owners will enjoy.

That's your market and your opportunity . . . big, wide open, and inviting. Every new structure in your territory, plus a high percentage of homes needing replacement and modernization, will represent a potential sales opportunity for you.

YOU FIRST WANT TO KNOW—

"IS THIS TRAINING FOR ME?"

If you are in any way concerned with the sale or installation of heating equipment and supplies, you will find outlined in these pages a simple practical plan designed to help you make more money. You will not only learn how to sell more NRC heating equipment but also how to do a far more effective selling job on all your products and services.

No matter what your job may be—whether you are concerned principally with the technical phases of heating equipment installations or with direct sales and management responsibilities—you will find in this training a wealth of practical ideas and valuable help in achieving greater success.

ONE CONTRACTOR DEALER SAID—

"WHAT WE NEED IN OUR BUSINESS IS MORE SELLING!"

The need is now more urgent than ever—in view of the tremendous new market that lies ahead. To enjoy *your full share* of these profit possibilities, you must equip yourself with the highest possible degree of sales and merchandising ability.

That's what this training will do for you . . . help you cash in as never before on the big, challenging sales opportunities ahead. It is packed full of down-to-earth, brass-tacks, usable sales plans and ideas which will put more money in your pockets and help you achieve greater success.

Read every word of the interesting facts presented in the following pages. See for yourself how thorough and complete, and how valuable and important this training is for you.



PRACTICAL DOWN-TO-EARTH TRAINING IN

Heating Salesmanship

THE NATIONAL RADIATOR COMPANY

JOHNSTOWN

PENNSYLVANIA

HEATING

DIVISION



TO NRC DEALERS AND
WHOLESALEERS EVERYWHERE

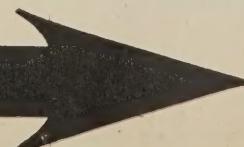
We are proud to announce the completion of the finest sales and merchandising training ever offered to the heating industry. For well over a year, NRC engineers and executives have worked closely with LaSalle Extension University in its development, and now this training is available to you, and every member of your organization--at a fraction of its cost.

I know you will want to read every word of the brief outline of "HEATING SALESMANSHIP" contained in the following pages. When you've seen how this training in sales can build MORE sales and MORE profits for you...I believe you'll want to be among the first to start this practical training for better "Heating Salesmanship."

Sincerely yours,

Paul B. Holmes

Paul B. Holmes
MANAGER OF SALES,
HEATING DIVISION.





WHO *prepared this training*

National Radiator naturally sought out the best and most competent organization in the country to prepare this training program for you.

After careful investigation and comparison of methods, LaSalle Extension University, of Chicago, was selected because of its 38 years of successful experience, its complete facilities and its distinguished record of achievement in the training field.

LaSalle has trained more than a million men and women throughout the United States and 67 foreign countries—more than a quarter million *salesmen*.

LaSalle has prepared and conducted scores of highly successful sales training programs for some of the country's largest corporations—many of which have looked to LaSalle for sales training for twenty years. Among these companies are: Standard Oil, Shell Oil, Commercial Credit Company, Cities Service, Iron Fireman, General Electric Company, Paper Trade Institute, Chrysler, Packard, Ford (Tractor Division), Great American Tea Company, and the Loyalty Insurance Group.

This training in HEATING SALESMANSHIP thus brings to you the best experience of NRC contractor-dealers and wholesalers throughout the country, plus LaSalle's 38 years of experience in training tens of thousands of salesmen to **MAKE MORE SALES AND MORE MONEY**.

HOW

was training prepared

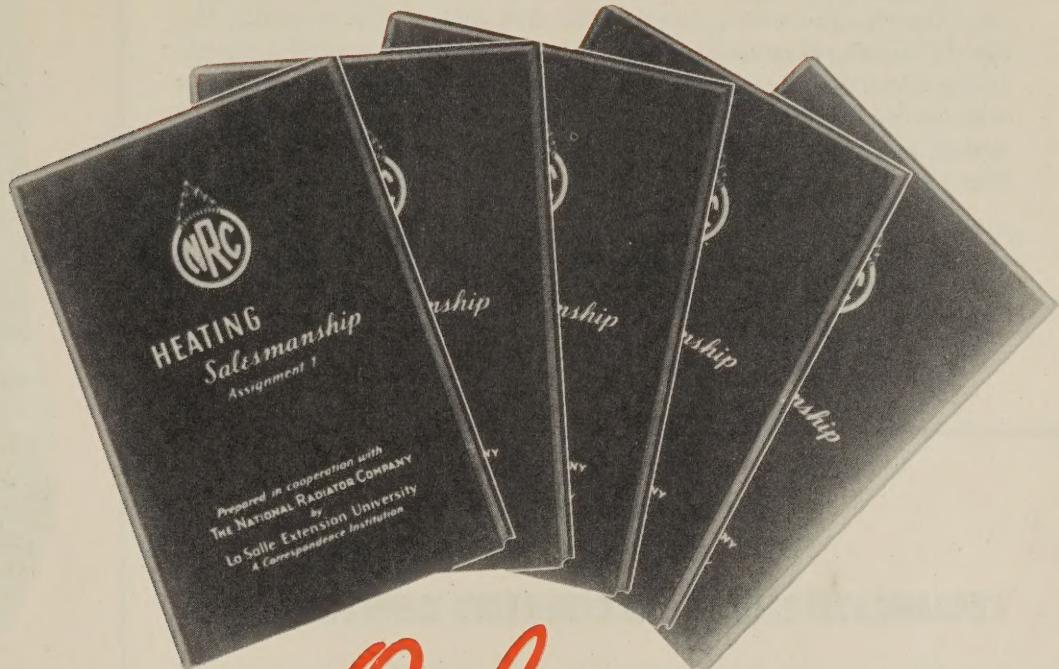
In developing and preparing the NRC-LaSalle HEATING SALESMANSHIP training program, much of the basic procedure was first developed in NRC's own meetings of veteran salesmen—many of whom have spent their entire business life in selling heating equipment.

In addition, NRC engineers cooperated with LaSalle's staff in the accumulation of information, and its translation into typical sales experience.

LaSalle then contributed from its long experience in the training of salesmen in all lines of selling—plus valuable findings through special research. A nation-wide network of LaSalle offices and research facilities provide a cross-section of the best sales and merchandising experience in any industry for which specialized training is being prepared.



5 FULL ASSIGNMENTS



Only
\$12.50

**PLUS ONLY \$4.00 FOR THE SIXTH AND SPECIAL
ASSIGNMENT FOR WHOLESALER-SALESMEN ONLY**

INTERESTING • READABLE • PRACTICAL

The final result of this combined and prolonged effort on the part of two large organizations is outlined in the following pages—a complete, practical, common-sense training program ready for your immediate use.

As you read the outline of HEATING SALESMANSHIP—and as you proceed with the training itself—you will be impressed by its practical nature, its immediate usefulness, and its money-making value to you.

The training is presented in five separate Assignments, each one covering one or more specific merchandising opportunities.

Each Assignment is profusely illustrated—each sales principle and practical sales idea is clarified and made instantly understandable and usable.

Attractively printed and bound, the NRC-LaSalle HEATING SALESMANSHIP text will form a valued and permanent addition to your personal professional library. They will be a source of help and inspiration as long as your interests lie in successful selling and merchandising. Turn to the next two pages for a brief outline of each Assignment.

Assignment

1

FUNDAMENTALS OF SUCCESSFUL SALESMANSHIP

In your first Assignment, you will be given a clear understanding of the basic principles which determine the success of all creative selling. You will be shown by specific examples how to apply these principles directly to the sale of boilers, radiators, and complete heating systems. Actual cases will be used—drawn from the field experience of successful contractor-dealers, manufacturer's representatives, as well as salesmen in many other lines of business.

The basic fundamentals of selling will form a "Working Blueprint" for the entire training program—with direct application clearly illustrated, step by step, for the successful selling of each product in the NRC complete line.

Assignment

2

FUNDAMENTALS IN MODERN HEATING COMFORT

Advancement in the design and manufacture of heating equipment has been so great that the specification and installation of heating systems present very different aspects today from those of just a few years ago.

The second Assignment will apply the basic sales principles to the technical and engineering fundamentals of modern heating comfort as supplied by NRC products and systems. Tested methods will be given for arousing and stimulating customer interest in heating problems—including such factors as combustion, fuel, draft, heat distribution, heat losses, heating systems, regulating devices and controls, automatic heating equipment, and other factors affecting human comfort in heating.

Assignment

3

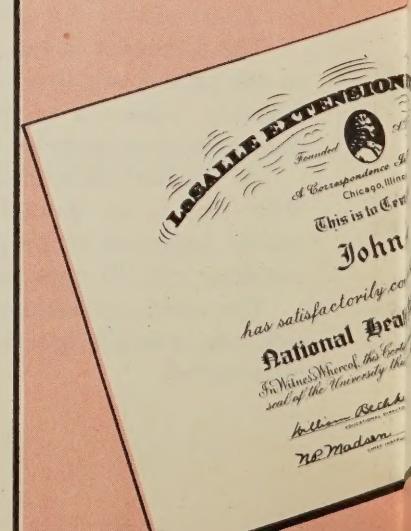
SELLING NATIONAL BOILERS

This important Assignment will show you how to organize a strong and effective Sales Presentation of NRC boilers and firing equipment. Then in sequence you will be given specific and detailed methods for selling the NRC cast iron sectional boilers, the National Steel Boilers, and National gas boilers.

The importance of this Assignment lies in the specific examples showing the use of effective basic sales principles (as outlined in Assignment One) in the sale of each individual product. This will represent the cream of actual sales experience among NRC contractor-dealers, coupled with the fundamentals of selling which provide clear-cut methods of procedure, all the way from the approach through to the successful close of the sale.

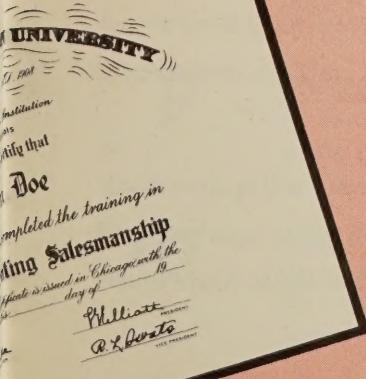
You'll be
by Yourself

Under the LaSalle plan, there is no point. There's no skimming over with a group . . . and no slow waste your time. Upon completion of SALESMANSHIP, you will receive This Certificate will remain a valuable business future, for businessmen certificate of character, as well unmistakable symbol of personal merit.





no chance of your missing a single subject hurriedly—to keep up with members to hold you back, and on of your training in HEATING give this Certificate of Completion. A highly valuable document in your everywhere will recognize it as a as of knowledge and ability. An ambition, intelligence, and achieve-



SELLING THE COMPLETE SYSTEM

While the boiler is the true heart of any modern comfort heating system, it is equally true that if other parts of the system are inadequate or outmoded, insufficient heat and inefficient operation will cause the customer to be dissatisfied. Therefore, this Assignment emphasizes the tested sales principles for NRC cast iron radiators, aero convectors, and heating specialties—not only as profit items for you, but as an important part of step-by-step selling.

Actual sales cases—applying fundamental sales principles to the sale of radiator convectors and heating specialties—will be fully developed in this Assignment. The advantages to be used and sold PART BY PART through the selling process, appealing to the Five Buying Motives, to secure the Five Buying Decisions, will be demonstrated in actual selling.

Assignment

4

RADIATORS, CONVECTORS AND SPECIALTIES

The replacement market is the big market today. Thousands of boilers and other parts of heating systems need replacement because parts and repairs could not be had in time to save them. Also, there is a new big market in modernization—a market where usable and even efficient heating equipment is being discarded for the sake of having the new modern design and peak efficiency.

This Assignment will demonstrate the most effective use of the Comfort Heating Survey as a valuable means of stimulating customer interest in more healthful-comfortable living. Through the use of carefully selected examples drawn from the best field experience, you will be given valuable help in organizing your territory for maximum sales and profits.

Assignment

5

IMPROVING DEALER RELATIONS

This final assignment (for wholesaler salesmen only) is designed to coordinate the thinking and activity of the manufacturer and wholesaler representatives with that of the contractor-dealer, and to outline specific ways for the representative to counsel with and help his contractor-dealers.

You, the representative of manufacturer or wholesaler, should by all means enroll for the complete six-assignment training program. No matter what your present ability may be, there is always something new to be learned . . . and most important, the complete training will give you and the contractor-dealer a common understanding of your mutual problems. If you complete the same training he takes, you will be far better prepared to help the contractor-dealer in his sales and merchandising.

Assignment

6

Heating Salesmanship



HOW *training is conducted*

The attractively bound Assignments of your training course will be sent to you, one at a time, at regular intervals.

When you have completed your study of each assignment, you will enjoy working out the Sales Practice Problem forms which are to be mailed directly to LaSalle Extension University. You continue then without interruption to the next assignment.

At LaSalle, your Sales Practice Problem paper is first personally reviewed by a sales counselor-instructor. He will go over your work carefully, and make any suggestions or corrections helpful to you. He will grade your progress, and return your paper to you together with a Practical Solution Guide which will show you how the problems were successfully worked out in actual sales practice. If you need additional help or guidance, the LaSalle counselor-instructor will write you a personal letter of explanation and clarification.

WHEN *training starts*

Your training may be started at any time. The sooner the better—so that you can begin to take IMMEDIATE advantage of the short-cuts to greater sales success you'll learn through "HEATING SALESMANSHIP." There's no time like the present, to begin re-sharpening your skill as a Heating Salesman.

This training can help you—and your men—get the most from every selling opportunity. You will be given an opportunity to review and broaden upon your own selling experiences, and help you to reduce the science of salesmanship to a few simple and valuable fundamentals. MORE sales mean MORE profit for you!

10 big advantages

- 1** TANGIBLE RESULTS. You won't have to wait for tangible results. Everything you learn from your training tonight, you can apply in your work tomorrow. From the first page, right through the training, you will receive in rapid succession a wealth of practical ideas and usable sales methods. You can thus start cashing in on the training immediately.
- 2** PRACTICAL EXPERIENCE. The training brings to you—in practical, organized form, step-by-step—the best experience and practice of the most successful contractor-dealers.
- 3** METHODS THAT SELL. It calls for no experimenting on your part. Everything in the training has been proved successful in actual sales work. The training is no one individual's idea of how NRC sales *might* be made—it is a clear presentation of the methods which actually *make* sales.
- 4** NON-TECHNICAL SELLING. NRC engineers, in complete cooperation with LaSalle, explain the mechanical features and technical reasons why NRC heating equipment give such outstanding results for owners. These reasons are presented in understandable, non-technical, *usable* form.
- 5** SIMPLIFIED MECHANICS. Not only will you learn the sales values of the engineering features of the NRC products, but you will be equipped to explain these mechanical advantages in a language which your prospects will understand and appreciate.
- 6** PRINCIPLES OF SELLING. The training will give you the simple but vitally important principles of salesmanship. It will show you *why* the prospect buys, and the decisions he must make before he decided to buy; how to get those decisions, how to check for missing decisions. You will thus learn how to get complete command of the sales interview, every step of the way.
- 7** MORE SALES WITH LESS EFFORT. It will help you to plan and use your time more efficiently. It will show you how to find more prospects, and also how to organize your time and effort so that you will enjoy the maximum value and cash return.
- 8** FIRING LINE SELLING. It would be impossible for any one person, through his own experience, to acquire all the sales knowledge contained in this training course. No individual could live long enough to know, from personal experience, all the sales methods and effective ideas that have been developed by the many hundreds of good salesmen in all lines who have contributed their experience through LaSalle Extension University.
- 9** SALESMAN-INSTRUCTOR. Your training will be conducted (in cooperation with NRC sales executives) by specially qualified salesmen-instructors of LaSalle Extension University who have had wide experience in selling and sales training—men who speak your language and who understand just what your problems are.
- 10** NO LOST MOTION. The NRC-LaSalle training will make your sales effort more certain of results and at the same time far more interesting. It will eliminate lost motion, give you greater confidence in yourself and in the successful outcome of each sale on which you are working. And most important to you, it will result in *larger profits for you.*



The decision is yours to make!

We have told you about the unparalleled opportunities in the heating industry, both now and for the future.

We have told you of the greatly developed and expanded line of NRC heating equipment, and the new markets which are opening up to you. Back of this are hard-hitting, aggressive advertising and merchandising campaigns which will help to build greater acceptance and demand for NRC equipment.

And now you have the further opportunity of increasing your knowledge and ability through this practical, personalized HEATING SALESMANSHIP training program. It is an opportunity which every forward-looking NRC contractor-dealer and every wholesaler representative—should eagerly grasp and profit by.

Get started **NOW!**

Opposite this page is your enrollment application. Sending this application is your first step toward greater sales volume, increased profits, and lasting success.

The training is prepared—waiting for you to enroll. But YOU will have to take the first step by sending in your application.

We are confident that your own good judgment and your desire for greater business success and profits will lead you to fill out the blank and mail it at once.



The NATIONAL RADIATOR Company

JOHNSTOWN, PENNSYLVANIA

Here's what to do!

The training was prepared for one purpose alone: TO INCREASE YOUR SALES AND YOUR PROFITS. It will do just that for you. Fill out this Application for Enrollment in detail, mail the original and copy 1 to the Director of Sales Training, The National Radiator Company, 221 Central Avenue, Johnstown, Pennsylvania. Attach your check or money order, \$12.50 for contractor-dealer training. (\$16.50 for wholesaler-salesmen training) and your personal training in "HEATING SALESMANSHIP" will be started immediately. Remember, there's nothing else to pay. The fees described on the Application for Enrollment represent the total cost to you.

The extremely low enrollment fee represents only a small fraction of the full cost of this training. It is less than one-tenth the price of LaSalle's more generalized course in Salesmanship.

YOUR INVESTMENT IS SMALL BECAUSE NRC'S INVESTMENT WAS LARGE . . . many thousands of dollars were expended to underwrite this training for you. You couldn't buy AT ANY PRICE another course as directly applicable to *your* problems and opportunities . . . because there's no other such course in existence.

FILL OUT AND MAIL YOUR APPLICATION TODAY

ST-101

D.M.L. No.

APPLICATION for ENROLLMENT

for the

NRC—LaSalle Course in "HEATING SALESMANSHIP"

Sales Training Department
The National Radiator Company
221 Central Avenue
Johnstown, Pennsylvania

Check Type of Course Required
 Contractor—Dealer Training Wholesaler Training
Five Assignments \$12.50 Six Assignments \$16.50

Please enter my enrollment for the NRC—LaSalle Course in HEATING SALESMANSHIP.

Name..... Position.....

Home Address..... Street and Number..... City..... Zone..... State.....

Employed by..... Firm Name..... Address.....

CONTRACTOR—DEALER OR WHOLESALER APPROVAL

(I) (We) approve the above Application for Enrollment in the NRC—LaSalle Course in HEATING SALESMANSHIP and agree to pay you the sum of \$..... for this course.

Payment Attached (Signed).....

NOTE: Dealer to fill out this entire blank, whether enrollment is for himself or for salesmen on his staff.

Firm.....

City and State.....

ORIGINAL—Return Together With Copy 1 to The National Radiator Company

WE PROMISE - YOU'LL BE GLAD THAT YOU DID!

An
Important
Message
for —

SEC. 562, P. L. & R.
U. S. POSTAGE
PAID
Johnstown, Pa.
PERMIT No. 11